

APPENDIX 1 – OUTLINE OF CAMPAIGNS FOR EACH QUARTER 2019/2020

2018 – 2019 Campaigns	
Period	Quarter 1
Date	27 th May 2019 > 1 st June 2019
Campaign Name	Good Luck to RCT Schools competing in Eisteddfod yr Urdd / Celebrating Success
Background Information	<p>The Urdd National Eisteddfod, one of Europe’s largest youth touring festivals that attracts around 90,000 visitors each year, will once again be held during Whitsun week at the end of May.</p> <p>The Eisteddfod is a Welsh-medium competitive festival with over 15,000 children and young people under the age of 25 competing during the Eisteddfod week in various competitions from singing, dancing and performing to art, sport and cooking. They are the best from around 40,000 competitors across Wales who have won their place following local and regional rounds held in the spring months leading up to the Eisteddfod. Although a Welsh-medium competitive festival, the competitors come from both Welsh and English medium education backgrounds.</p> <p>The 1,800 seater Pavilion is the home of the competitions and is very much the hub of the Eisteddfod. Surrounding the Pavilion, on the ‘Maes’, you will find hundreds of colourful stalls from the public, private and third sector, offering a range of activities for all the family - from biking, climbing and sport sessions to a fun fair, live bands and children’s shows with some well known TV characters. In a recent survey conducted by Beaufort Research, 97% of the visitors agreed that it was a great family day out.</p> <p>The Urdd Eisteddfod week is the pinnacle of around three years hard work by local volunteers who are tasked (with assistance from Urdd central staff) not only with local arrangements but with raising hundreds of thousands of pounds to contribute to the costs. It attracts a lot of attention from the press including TV, radio and local and national newspapers. The contribution to the host-area’s Welsh heritage and future prosperity (gwaddol) is priceless, both from a cultural and linguistic aspect, resulting in regions of Wales vying to become the next host of the Eisteddfod.</p> <p>The Urdd Eisteddfod is a touring festival and is held in a different location in Wales each year. In 2018 the home of the Urdd Eisteddfod was Brecon and Radnorshire and in 2019 it will be held in Cardiff.</p>

<p>Inform Article</p>	<p>Post on the 27th May 2019.</p> <p>Have you ever been to Eisteddfod Yr Urdd?</p> <p>Do you know what it is?</p> <p>The Urdd National Eisteddfod is one of Europe’s largest youth touring festivals that attracts around 90,000 visitors each year.</p> <p>The Eisteddfod is a competitive festival with over 15,000 children and young people under the age of 25 competing during the Eisteddfod week in various competitions from singing, dancing and performing to art, sport and cooking. They are the elite few from around 40,000 competitors across Wales who have won their place following local and regional rounds held in the spring months leading up to the Eisteddfod.</p> <p>Eisteddfod yr Urdd is taking place in Cardiff Bay this week, 27th May 2018 > 1st June 2018 and is a fantastic week-long event celebrating our Welsh culture. A perfect day out for you and the family.</p> <p>Why not try it this year? Find out more information on the events, location and all things Urdd Eisteddfod on their website here</p> <p>Don’t worry if you’re not a Welsh Speaker – the event is open to all, regardless of language ability. Go and enjoy it!</p> <p>Also – watch out for our good luck messages to our pupils on our social media accounts.</p> <p>CHECK ALL TEXT WITH URDD PRESS</p>
<p>Social Media Content – Twitter and Facebook.</p>	<p><i>Post throughout the festival week - 27th May 2019 > 1st June 2019</i></p> <p>1) RCT Council are so proud of the hundreds of pupils who will be representing our area in the @EisteddfodUrdd this week. We’ll be tracking your progress and tweeting about all your successes. Pob lwc pawb! <insert generic ‘pob lwc’ graphic></p> <p>2) This is Laura, who is a Welsh learner, and is originally from Grenada. She attends the #Cymraeg for Kids group in Chepstow with her son, Judah, and hopes to send him to a Welsh-medium school when he’s old enough. Here’s her story. For more information on local activities go to - https://www.facebook.com/cibrct/?fref=ts</p> <p>3) Have you considered Welsh-medium education for your child?</p>

	<p>By choosing Welsh-medium education, you'll be giving them an additional life skill — the ability to communicate in two languages, both spoken and written. To find out more, go to http://cymraeg.llyw.cymru/learning/schools/children-ages-4-11/?lang=en #Cymraeg</p> <p>https://www.youtube.com/watch?v=BSyxrYgxjI0</p> <p>4) Thinking about your child's secondary school options once they've left Welsh-medium primary education? Children's bilingual skills develop best if used daily. For more information on choosing a Welsh-medium education, go to: https://bit.ly/2SCMWB5 #Cymraeg</p> <p>https://www.youtube.com/watch?v=szkg9xexFy8</p> <p>5) Schedule good luck messages to schools after response to email referred to below in 'other section'.</p> <p>Pob lwc to @TAGSCHOOL today competing in @EisteddfodUrdd in Cardiff Bay. Wishing you all the best and thanks for being such great ambassadors for our County Borough. <insert any image provided by the school/generic pob lwc graphic></p> <p>6) Re-tweet from schools (although a direct tweet will be better for the campaign).</p>
Email Content to RCTStaffUpdates	<p>Email on the 27th May 2019</p> <p>Same as inform article.</p>
Other	<p>1) Email to schools 2 weeks before competing to ask for details regarding competitions they are competing in.</p> <p><i>Shw'mae RCT Schools,</i></p> <p><i>This year the Council has decided that one of its key campaigns around celebrating our Welsh culture will be the amazing contribution our schools make to the Urdd National Eisteddfod.</i></p> <p><i>With this in mind, we are keen for you to let us know what competitions you'll be taking part in and what days you'll be competing so that we can wish you pob lwc, and track your progress.</i></p> <p><i>If you have any photos of those competing that you are happy for us to use (with the required permission) please forward them to us and watch out for posts on our social media accounts @RCTCouncil / @CyngorRhCT facebook/RCTCouncil throughout</i></p>

	<p><i>the week!</i></p> <p><i>Please could you forward a list of competitions and days for competing to Welshlanguageofficer@rctcbc.gov.uk by xx/xx/xxxx.</i></p> <p>2) Source generic 'Pob lwc' graphic.</p> <p>3) Change corporate logo?</p> <p>4) Contact Social Media Content Owners and get them to post too.</p> <p>5) Check text with Urdd Press.</p>
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2018 – 2019 Campaigns	
Period	Quarter 2
Date	16 th September 2019
Campaign Name	Owain Glyndwr Day
Background Information	Owain Glyndwr was the last native Welsh person to hold the title Prince of Wales.
Inform Article	<p>Publish on 16th September</p> <p>Ever heard of Owain Glyndwr?</p> <p>Well today is Owain Glyndwr Day – and we're celebrating his life!</p> <p>Owain Glyndwr was the last native Welsh Person to hold the title Prince of Wales. Born circa 1359, he was a Welsh ruler and instigated a fierce and long-running but ultimately unsuccessful war of independence, with the aim of ending English rule in Wales.</p> <p>On September 16th 1400, Glyndwr instigated the 'Welsh Revolt' against the rule of Henry IV of England. Glyndwr was driven from his last strongholds in 1409 but avoided capture. He ignored offers of a pardon from his military nemesis, the new king Henry V of England, and despite the large rewards offered, Glyndwr was never betrayed to the English. His death was recorded in the year 1415. He was a respected lawyer having studied at the Inns of Court, London, and is even mentioned in the plays of arguably the greatest ever playwright, Shakespeare (Henry IV)</p> <p>Want to read more? Why not visit one of our libraries and check</p>

	out the books available on his history?
Social Media Content – Twitter and Facebook.	<p>1) Did you know that today is Owain Glyndwr Day? The last native Welsh person to hold the title 'Prince of Wales'. We're flying his flag, as a mark of respect, at Clydach today. Want to know more? Why not pop to one of our libraries who have some books on his history. <INSERT IMAGE OF FLAG></p> <p>2) We're flying the Owain Glyndwr flag today at Clydach. He was the last native Welsh person to hold the title 'Prince of Wales' and died circa 1415. Our libraries have plenty of books on his history. Why not pop along to one or search online here? <INSERT IMAGE OF FLAG></p>
Email Content to RCTStaffUpdates	<p>Publish on 16th September.</p> <p>As above inform article.</p>
Other	<ol style="list-style-type: none"> 1) Purchase Owain Glyndwr flag to fly at Council HQ 2) Request permission to fly the flag. 3) Email RCT Libraries before to make them aware. 4) Ask the libraries whether they would arrange a 'history talk' on Owain Glyndwr?? 5) Change corporate logos? 6) Contact Social Media Content owners and ask them to post too? 7) Check with schools of their current arrangements.

2018 – 2019 Campaigns	
Period	Quarter 3
Date	15 th October 2019
Campaign Name	Diwrnod Shw'mae
Background Information	A day to start every conversation with a Shw'mae.
Inform Article	<p>Publish on 15th October 2019</p> <p>Shw'mae!</p> <p>RCT Council are celebrating National Shw'mae/Su'mae Day today! Since 2013 Shw'mae Day has been celebrated on the 15th of</p>

	<p>October with the day marking an opportunity to celebrate the Welsh Language within our communities, workplace and schools!</p> <p>The main aim of the day is to start every conversation with ‘Shw’mae’ or ‘Su’mae’! Will you give it a go too?</p> <p>Whether a non-Welsh speaker, learner or fluent in Welsh, whatever your ability, the day is something we can all celebrate together.</p> <p>Should you have an interest in learning Welsh in the workplace please contact our Welsh Language Tutor Nushin who can provide training. Nushin can be contacted on Nushin.chavoshi-nejad@rctcbc.gov.uk</p> <p>More information about Diwrnod Shw’mae can be found online > www.shwmae.cymru</p>
<p>Social Media Content – Twitter and Facebook.</p>	<p>Publish on 16th October.</p> <p>1) RCT Council are celebrarting ‘@ShwmaeSumae Day’ today! Remember to start every conversation with a Shw’mae! And if you want to start to learn Welsh check out https://learnwelsh.cymru/ #ShwmaeSumae <INSERT IMAGE></p> <p>2) RCT Council are starting every conversation with ‘Shw’mae’ today, to celebrate Shw’mae Day - will you give it a go too? Ever fancied learning Welsh – check out information here https://learnwelsh.cymru/ <INSERT IMAGE></p> <p>3) RCT Council are celebrating Shw’mae Day today – have you ever thought about learning Welsh? Why not check out the information available through @learncymraegMG about their Welsh Language Classes in the community.</p> <p>4) RCT Council’s Canolfan Garth Olwg are celebrating Diwrnod Shw’mae today with xx event. Why not pop along and say ‘Shw’mae’? While you’re there you can find out about all their adult education courses too. Otherwise check them out online http://www.gartholwg.org/</p>
<p>Email Content to RCTStaffUpdates</p>	<p>Publish on 15th October</p> <p>As above inform article.</p>

Other	<ol style="list-style-type: none"> 1) Source Images for Social Media/Inform Article 2) Check with Garth Olwg that they are doing the event again. 3) Provide badges/resources. 4) Email contact centre directly to ask staff to answer with a Shw'mae. 5) Play Welsh music in libraries/on the contact centre telephone line? 6) Email Social Media content owners to post too. 7) Ask Nushin to find a person in RCT who's learnt Welsh and ask them to write an article? 8) Change corporate logos?
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2018 – 2019 Campaigns	
Period	Quarter 4
Date	1 st March 2019
Campaign Name	Dydd Gwyl Dewi
Background Information	Saint David's Day is the feast day of St David, the patron saint of Wales, and falls on March 1, the date of Saint David's death in 589 AD.
Inform Article	<p>Publish on 1st March.</p> <p>Today we're celebrating St David's Day.</p> <p>Saint David was born on the Pembrokeshire cliffs during a fierce storm. Legend has it he was the son of Sant (aka Sanctus), king of Ceredigion and a nun called Nonnita (Non). Though this has been dismissed by historians who instead say he descended from Welsh royalty. Some people thought he descended from King Arthur.</p> <p>There are many stories about the saint, from tales about him raising the dead to myths about milestones in his life being marked by springs of water appearing.</p> <p>Why do we wear leeks?</p> <p>Another legend harks back to a battle when the men in Wales fought to protect their land from Saxon invaders. Wales was losing; both sides wore similar clothing making things confusing.</p> <p>A monk noticed it was becoming an issue, so he cried out: "Welshmen, you must mark yourselves so that you can better tell who is Saxon and who is Welsh."</p>

	<p>The monk plucked a leek from the ground and added: "Here, wear this so you will know any soldier who does not have a leek is your enemy."</p> <p>They thought it was odd, but they went along with it. Soon all soldiers had one on their helmet. The Welsh won the battle. The monk? David!</p> <p>Today we're flying the Flag at Clydach and asking our communities via Social Media how they will be celebrating.</p>
Social Media Content – Twitter and Facebook.	<p>1) We're celebrating St David's Day today and the flag is flying at the Council already. How will you be celebrating? Eating Welsh cakes? Wearing a leek or Daffodil? Send us your photos!</p> <p>2) We're celebrating St David's Day today and the flag is flying at the Council already. Myth has it that in a battle the men of Wales wore a leek, on instruction by David, to differentiate them from their opponents who were wearing the same attire! The Welsh won the battle!</p> <p>3) Re-tweet local schools tweets.</p>
Email Content to RCTStaffUpdates	<p>Publish on 1st March.</p> <p>As above inform article.</p>
Other	<ol style="list-style-type: none"> 1) Purchase St David's Flag 2) Request permission to fly the flag. 3) Source stock image for posts. 4) Email Social Media content owners to post too. 5) Check for event and add in links to posts. 6) Change corporate logos? 7) Check with Cadw what places they are allowing free access to on St David's Day and promote/Promote use of RHP?